

4/00/1961 1-5-79 UV-42/48410.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants

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Robert A. Knee, and Kenneth F. Carpenter, Jr.

Serial No.

09/034,939

Filed

: March 4, 1998

For

PROGRAM GUIDE SYSTEM WITH TARGETED

ADVERTISING

Group Art Unit:

2711

Examiner

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Hon. Assistant Commissioner for Patents Washington, D.C. 20231

SUBMISSION OF FORMAL DRAWINGS

Sir:

Please substitute the enclosed formal drawings for the informal drawings filed with this application.

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Signature of Person Signing

Respectfully submitted,

G. Victor Treyz

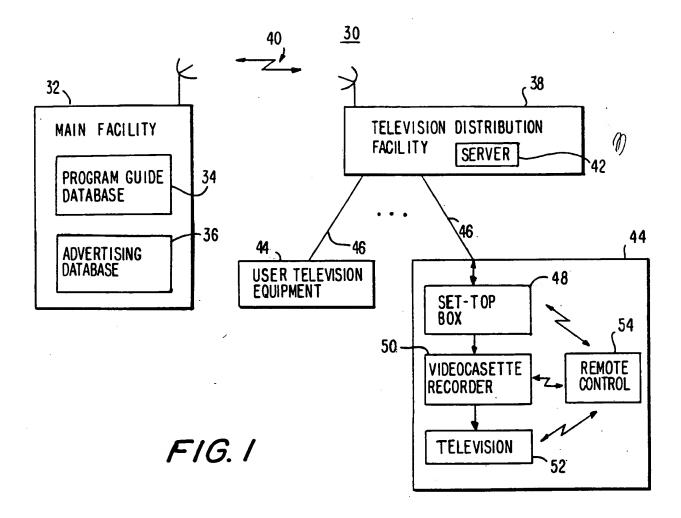
Reg. No. 36,294

Attorney for Applicants

c/o FISH & NEAVE

1251 Avenue of the Americas New York, New York 10020-1104

Tel.: (212) 596-9000



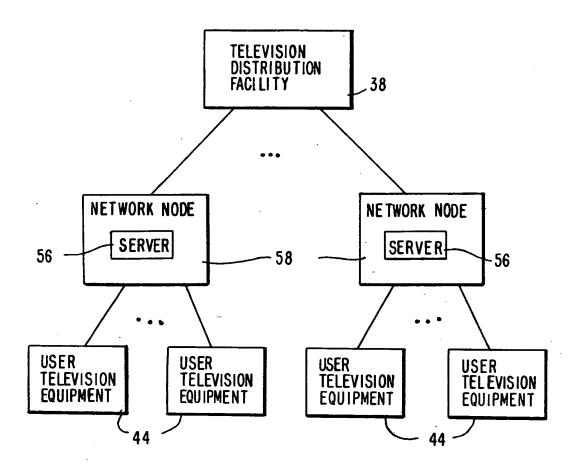


FIG. 2

FIG. 3

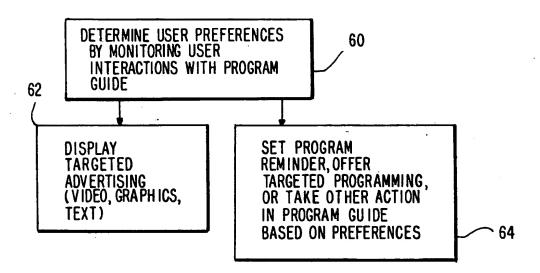
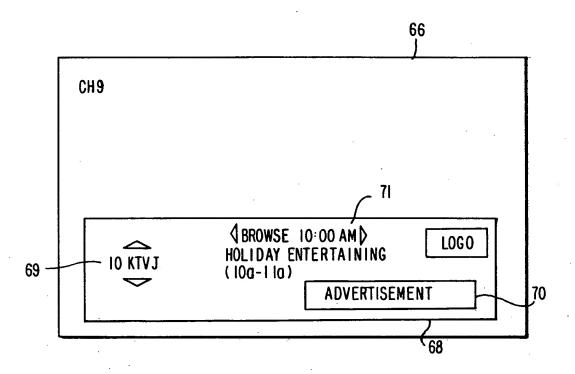


FIG.4



SET REMINDER				
	WOULD YOU L Program ?	IKE TO SET A REMINDER FOR THIS		72
	IO KTVK	HOLIDAY ENTERTAINING 10-110		_74
	76 -	YES NO 80		
	A	DVERTISEMENT		82
	<u> </u>			

F1G.5

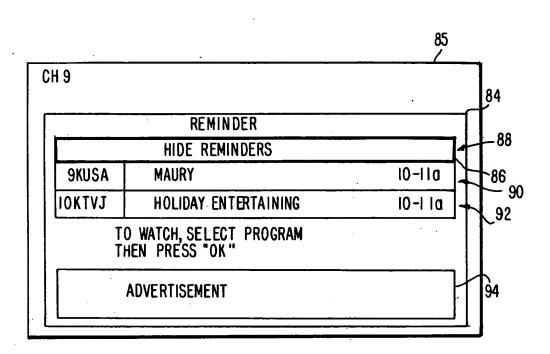


FIG.6

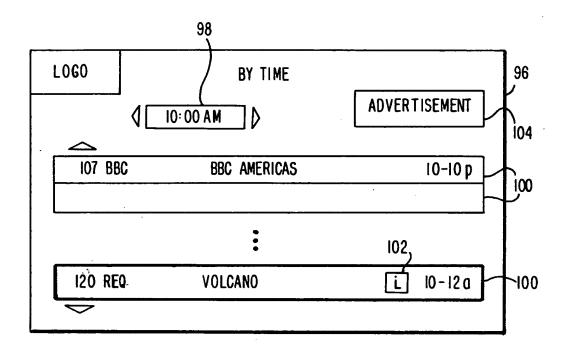


FIG.7

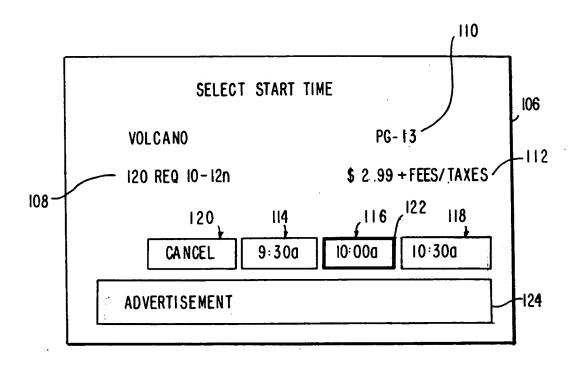


FIG.8

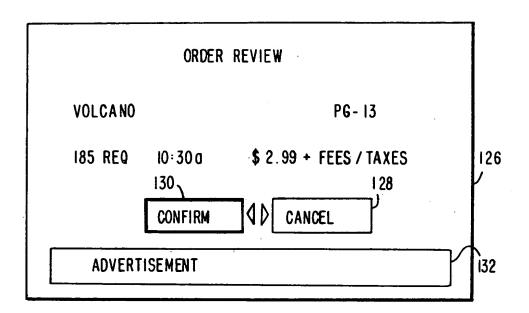


FIG. 9

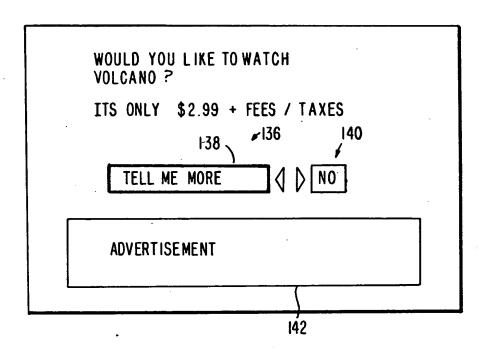


FIG. 10

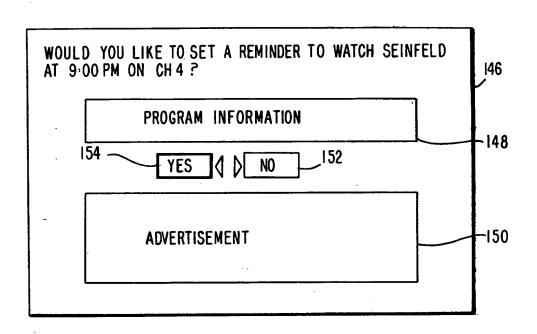
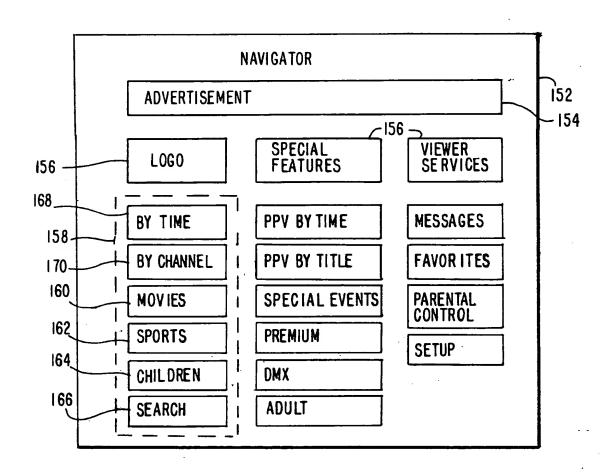


FIG. 11



F1G.12

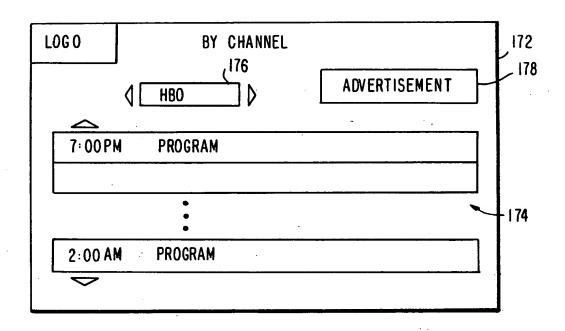
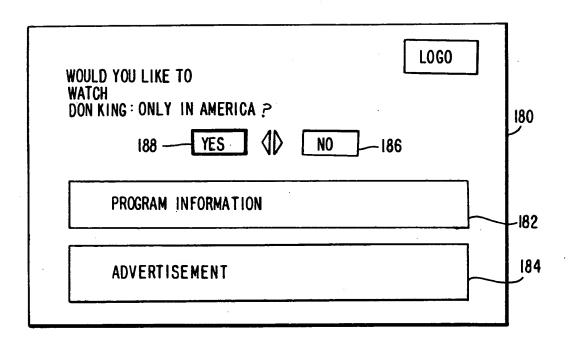


FIG. 13

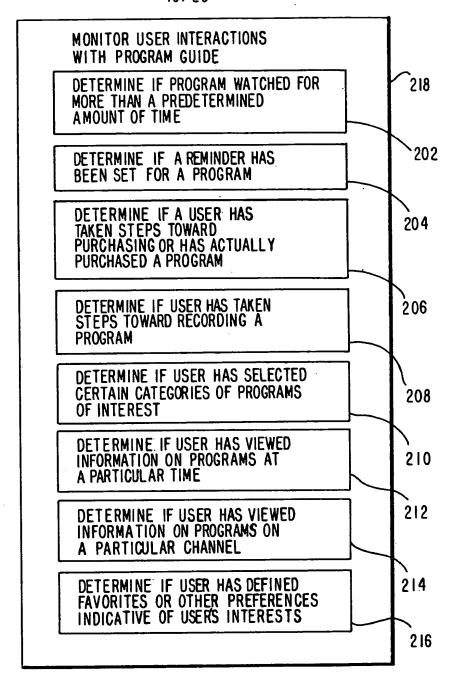
FIG. 14



15/28

FIG. 15

PAY-PER-	-VIEW MOVIES
WATCH PREVIEWS	
ANACONDA	PG-13 [i
•	194 192
DANTES PEAK	P G - 13 L
	(196
DANTE	S PEAK
PROGRAM (DESCRIPTION
ADVERTISE	EMENT 20
L	



F1G.16

FIG. 17

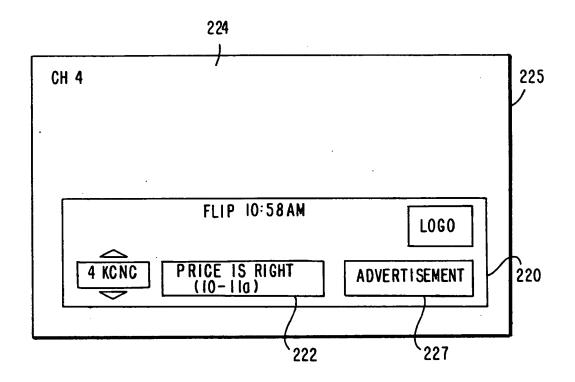


FIG. 18

			
_	NAVIGATOR		
LOGO	SPECIAL FEATURES	VIEWER SE RVICES	
BY TIME	PPV BY TIME	MESSAGES	
BY CHANNEL	PPV BY TITLE	FAVOR ITES	
MOVIES	SPECIAL EVENTS	PARENTAL CONTROL	
SPORTS	PREMIUM	SET UP	
CHILDREN	DMX		
SEARCH	ADULT		

			2297
	MOVIES		
CHANNEL	TITLE		TIME
	•	2,32	
CH X	MOVIE TITLE	Ĺ	9:00 PM
	•		
	ADVERTISMENT		

FIG. 19

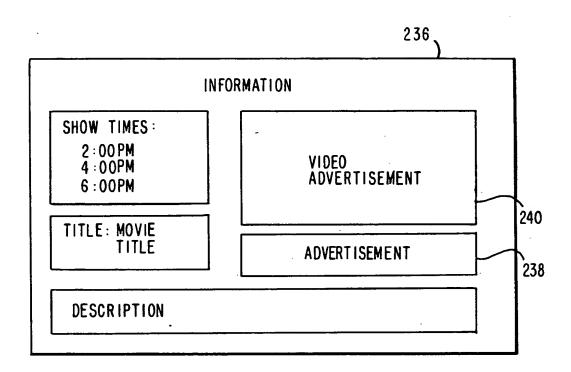


FIG. 20

		244
LOGO	PPV MOVIES	
	ADVERTISEMENT	-24
CH	TITLE	TIME
СН	TITLE	TIME
	•	
CH	TITLE	TIME

FIG. 21

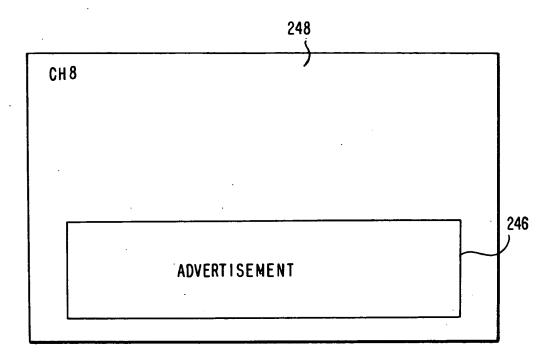


FIG. 22

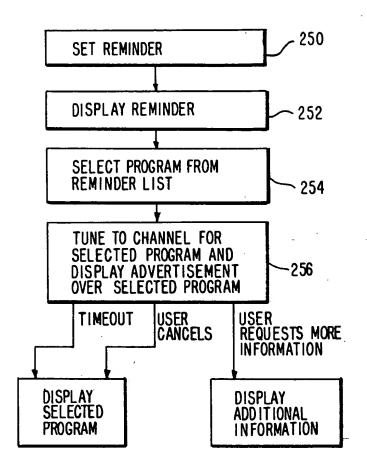


FIG. 23

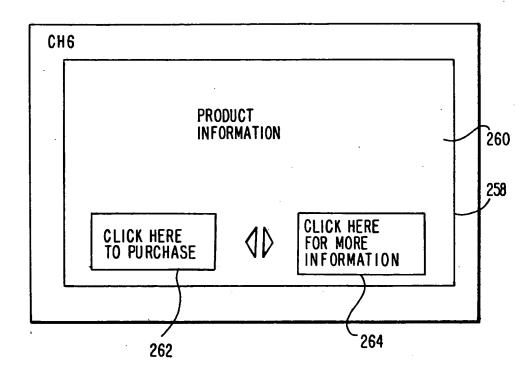


FIG. 24

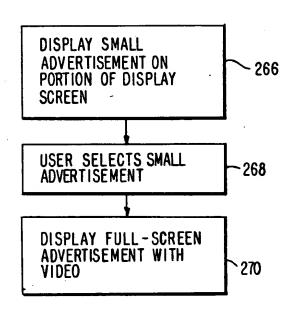


FIG. 25

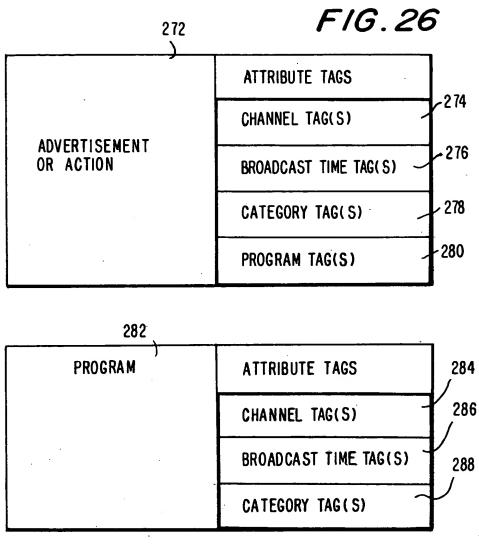


FIG. 27

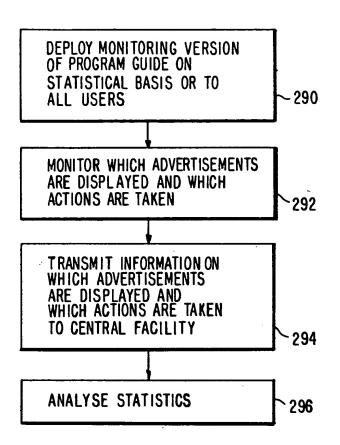


FIG. 28

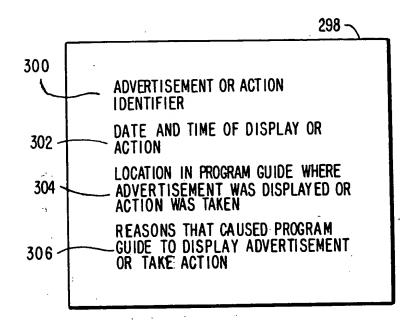


FIG. 29